

City of Sanford  
**Visioning and Strategic Plan Steering Committee**

Meeting Minutes

May 20, 2013

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The Vision and Strategic Plan Steering Committee met in regular meeting in the Utility Training Room, 300 North Park Avenue, Sanford, Florida 32771 at 5: 30PM on Monday, May 20, 2013.

**Present:** Chris McLeod - Committee Chairman  
Lindsay Oyewale - Committee Vice Chair person Paul Benjamin  
Turner Clayton Doug Groseclose Robert Kinney  
Sylvester Chang Steve Newton  
Gene Kruckemyer Margie Chusmir  
Tom George – Deputy City Manager  
Whit Blanton - Project Consultant

**Absent:**  
Thelma Mike Ada Reneau  
Tom Ball

**1.) Call to Order**

The Vision and Strategic Plan meeting was called to order at 5:30PM

**2.) Welcome and Introductions**

Mr. Blanton welcomed and thanked everyone for being in attendance. He explained that the objective for the meeting was to give a project status report and to present the results of the third and final public workshop as well as review the draft

strategic plan; list of projects, programs and policies; and strategies to help achieve the vision.

**3.) Chair's Report - Chris McLeod - ( no audio on Chair's Report)**

**4.) Project Update - Whit Blanton**

Mr. Blanton explained that the City of Sanford hosted a community workshop for the imagine Sanford Vision and Strategic Planning project on the evening of April 23, 2013 in the Sanford Civic Center. This was the third and final public workshop of the vision and strategic planning process. The meeting objectives were to review and confirm community values and the Imagine Sanford vision; obtain feedback on strategies to achieve the vision; and identify priority strategies to achieve the vision. He stated approximately 50 people were in attendance at the Open House as well as staff from the City and consultant team.

The workshop attendees were asked to participate in three (3) exercises to define priorities for elements of the Vision and Strategic Plan Exercise # 1 asked about the vision statement; Exercise # 2 asked about allocation of resources in broad categories; and Exercise #3 asked about prioritization of specific strategies grouped into the values categories of Character, Culture, Connectivity and Commerce.

The committee gave great feedback regarding providing adequate entertainment, retail employment, basic infrastructure improvements as well as creating great destinations and focal points throughout the City and not just the downtown area. Suggestions were made to expanding the number of Commissioners due to the percentage of growth within the City's population, incorporating public health and awareness to the quality reports, as

well as developing a concept of having lower income residents being involved with City activities. The committee also discussed the economic impact of the Sanford Orlando Airport and the City making small investments to see achieve big results. Mr. Blanton cautioned the committee about becoming overly specific and overly detailed about the vision and specific projects. There needs to be some responsibility from the City to adapt and adjust to changing conditions as they occur.

#### **5.) Next Steps - Whit Blanton**

Mr. Blanton advised that the committee should give thought to having a vote on the Final draft document regarding recommending Actions to the City Commission. Mr. McLeod proposed that the consulting team send out a final draft to the committee prior to the June 17<sup>th</sup> meeting for review, with the notion that committee will vote.

Mr. Blanton stated that he recommends this committee continue to meet beyond the involvement of the Renaissance as a consulting team. The committee recommended that this group should monitor and have a yearly review of the City's Vision and Strategic Plan. It was suggested that the City expand the number of advisory committees and boards it has. (Boards that work toward implementation of the vision; ie an economic development advisory boards, cultural arts advisory board etc.) Mr. Blanton advised that the consulting team would be able to deliver a complete package for a strategic plan and visions based on the final workshop.

**6.) Other Business**

Mr. George stated that is important for the Commission to hear from this group because the ideas and suggestions are meaningful. He explained that they receive a lot of comments, suggestions and opinions from residents; however, it would be great for them to hear from an organized committee about their cohesive thoughts and recommendations. He would like to see a joint work session in the near future.

The next City of Sanford Community Visioning and Strategic Planning Steering Committee is scheduled for Monday, June 17, 2013 at 5:30 PM Sanford City Hall, Utility Training Room, 1st Floor 300 N. Park Ave, Sanford, FL 32771.

**7.) Meeting Adjourned at 7:08PM**